

# RIDE ON FLEX



**RideOn  
extra**



# THE FLEX

## OPERATIONS FOR RIDE ON TRANSIT

June 26 Launch: Microtransit/Mobility On-Demand service concept

### The Ride On FLEX

There are 2 zones for the Ride On Flex which runs 5 days a week from 6 am – 7 pm.

The zone in the Wheaton/Glenmont area  
6 am – 9 am and then from 3:30 pm – 7 pm

The zone in the Rockville area  
9 am - 3:30 pm





## Performance Metrics



Rides  
Completed



Average Wait  
time



Primary  
Destination



Number of  
Downloads



# FLEX STATISTICS

## First 120 Days

### Completed Rides

- First Month – averaged 22 per day
- Second Month – averaged 28 per day
- Third Month – averaged 34 per day
- Fourth Month – averaged 44 per day
- Last 15 days – averaged 54 per day

### 2900 Software Downloads\*

- 23% took rides

#### Why Not?

- 40% Don't live in service areas
- 36% Just Testing the App
- 6% Wait time was too long
- 6% App is confusing

### What would make riding more appealing

- 73% Expanded service areas
- 12% Door to Door service
- 10% Shorter wait times
- 4% Better user experience on the app

4200 Mobile Ad Click Throughs to [www.RideOnFlex.com](http://www.RideOnFlex.com)

~3500 Software Downloads to date



Average Wait Time: 8.26 Minutes

Primary Destinations: Metro Stations, Mall,  
Schools, Town Center

\* Note: 228 Survey Respondents at 90 days

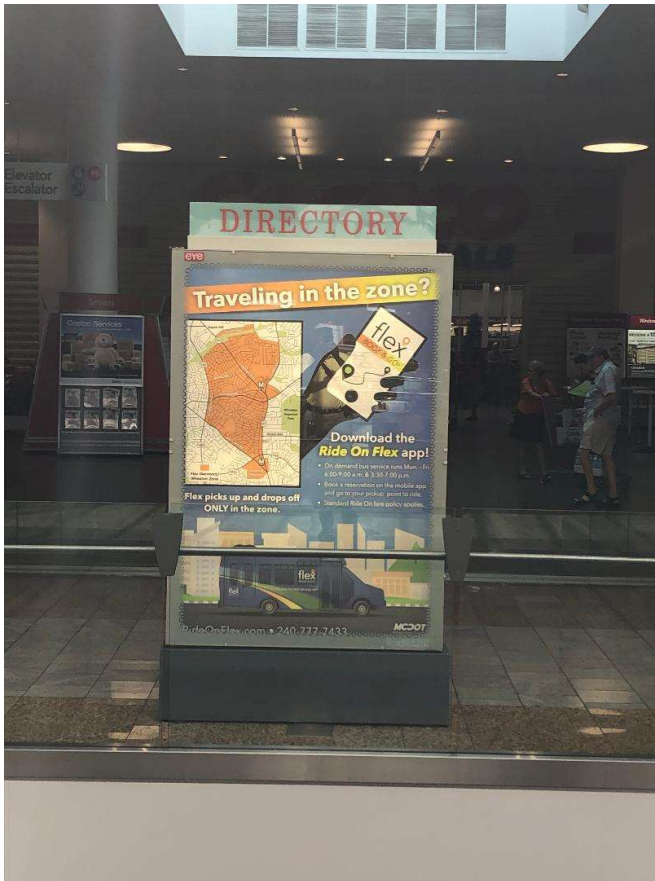
# FLEX MARKETING PLAN

	January	February	March	April	May	June	July	August	September	October	November	Later
Conduct Focus Groups												
Media Release <b>APRIL 25 - MM</b>												
Go Montgomery article <b>MAY 2 - MM</b>												
Create a website landing page & unique website URL: RideOnFlex.com <b>MAY 6 – TH/WK</b>												
Presentations: Commission on Aging; Commission on Disabilities, Regional Service Centers, TMDs - WK												
Public Forum - April 25												
Interviews: <b>JUNE-WK</b>												
County Report												
Seniors Today												
el Dia Radio interview												
Teens Today												
No Host for the show												
Leverage MC network for Services to Seniors: websites, social media, PRs, etc. <b>May - WK</b>												
Operators' Notice <b>JUNE 3 - BL</b>												
Posters and/or notices for MCRD Ctrs, RSCs, Libraries, and Sr Ctrs <b>MAY17 - BL</b>												
Posters inside buses <b>MAY 17 - BL</b>												
Text Messaging via GovDelivery <b>MAY 23 - CL</b>												
Email blasts via GovDelivery <b>MAY 23 - CL</b>												
The Patch online newspaper digital ads												
Brochures for distribution via email and use at outreach events <b>MAY 23 - BL</b>												
NextDoor.com email blasts to the zones and county-wide <b>MAY 24, 29, JUNE 5, 12, 19 - WK</b>												
Email to HOAs, Civic Associations, & Neighborhood Listserves <b>MAY 22, 29, JUNE 5, 12, 19 -WK</b>												
Outreach Teams at Metro Stations												
Direct Mail piece to every home in the zipcode(s) – Not in budget but evaluating - WK												
Bus Ads internal bus cards; number of buses by depot--- <b>MAY 24 - BL</b>												
Bus Ads external; number of buses by depot <b>20</b>												
Facebook posts & stories <b>MAY AND JUNE - CL</b>												
Twitter tweets and Instagram posts <b>MAY AND JUNE - CL</b>												
Produce Promotional Videos with Spanish sub-titles <b>JUNE 3 - WK</b>												
YouTube channel placement of video of the Service												
Cable TV Ads sent to PEG outlets; Comcast and Verizon later												
Share with MCPS for distribution to schools												
Share with Montgomery College for their network of monitors												
Radio Ads												
WTOP & mainstream												
WMAL Radio Ads - WK												
Newspaper Ads												
Hispanic – Wheaton <b>JULY/AUGUST - WK</b>												
Chinese – Rockville <b>JULY - WK</b>												
Beacon for Seniors <b>JULY/AUGUST - WK</b>												
Metro Station Ads												
Distribute window clings for businesses and organizations to display												
A customized brochure (Tri-fold) <b>MAY - MCANDREW</b>												
Press Event with CE <b>LAUNCH DAY/JUNE 26 - MM</b>												
Promote to High Schools in the Zones <b>SEPTEMBER - WK</b>												
Additional Communication Channels												
Regional Service Centers												
City of Rockville Transportation Department												
City of Rockville Newspaper												
Rockville Chamber of Commerce												
MCRD & MCPL locations in the Zones												
Metro Station Racks												
TRiPS Store & Mobile Store												
Treasury Office												
Home Owners Associations & Civic Organizations in Zipcodes 20850, 20902, 20906												

Completed

To Be Done

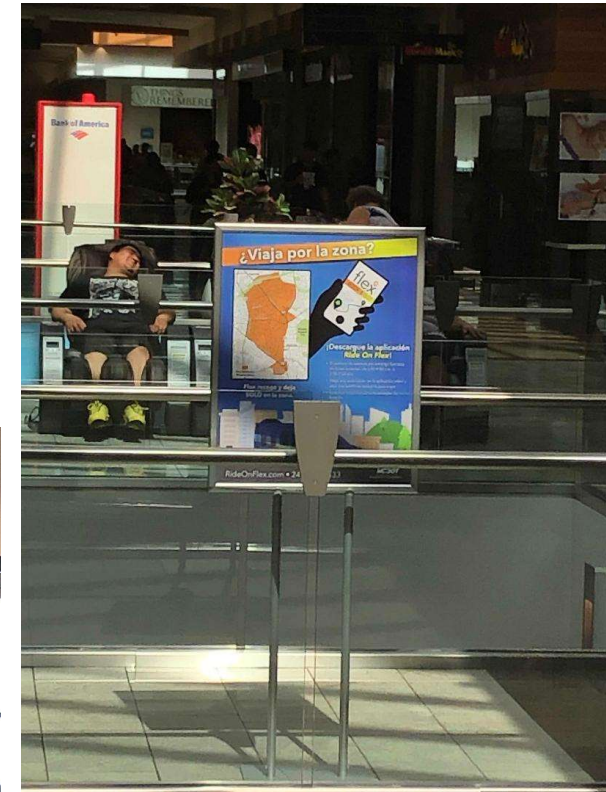
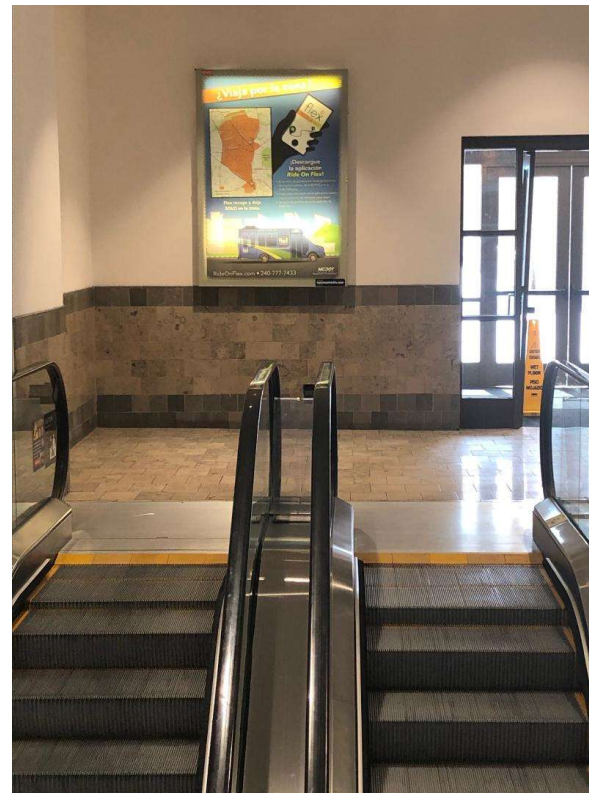




Back of Main Directories

## Westfield Wheaton Mall

### Wall Ads Above Escalator



### Standing Displays

- Main Mall
- North Building
- South Building

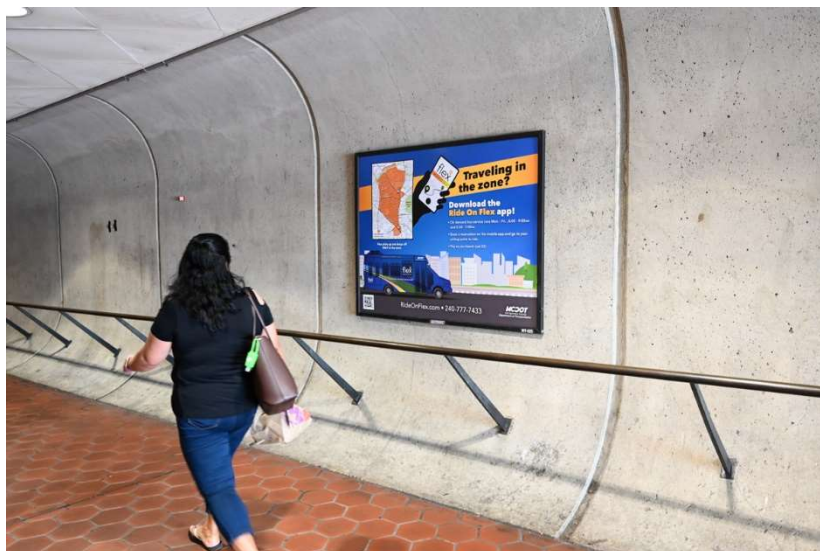




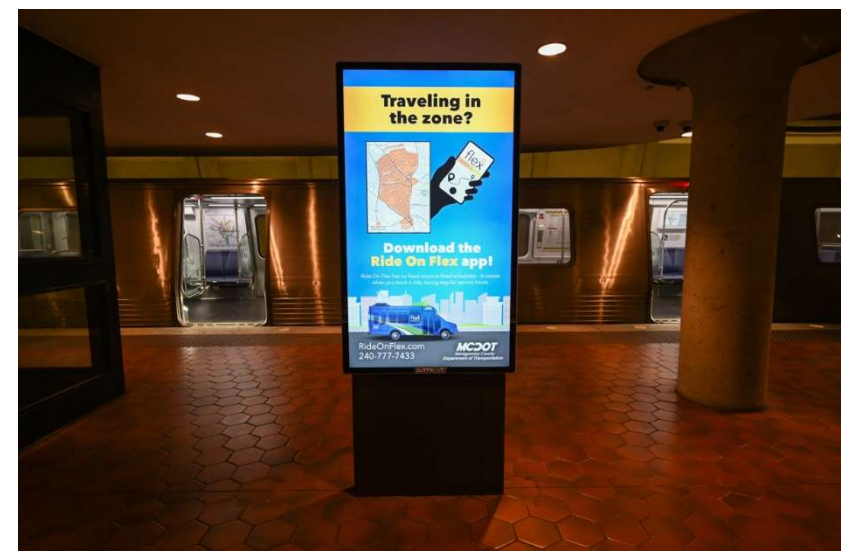
Floors in front of Turnstiles



Rockville Station Banner



Entrance Walls



Standing Displays on Platforms